



## 2011 Thanksgiving Click It or Ticket Talking Points

The goal is simple: get more drivers and passengers to buckle up day and night. The Utah Department of Public Safety, Utah Highway Patrol, and local law enforcement is urging all travelers to buckle up during the upcoming Thanksgiving holiday or be ready to face the consequences. Law enforcement will be buckling down on all drivers and passengers that refuse to buckle up.

**Remember, Click It or Ticket, day and night.**

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❖ **Seat belts save lives – they are the best defense against crash-related injuries and fatalities.**

- Wearing a seat belt costs you nothing, but not wearing it could cost you a ticket or worse...your life. We want all drivers and passengers to *Click It or Ticket* day and night.
- In 2009, seat belts saved an estimated 109 lives on Utah's roadways.
- Additionally, research has shown that when lap and shoulder belts are used properly, the risk of a fatal injury to front-seat passenger car occupants is reduced by 45 percent, and the risk of moderate to serious injury is reduced by 50 percent.
- The message that seat belts save lives is getting through to people and fewer are dying each year. Over the past decade, the number of unbuckled motorists has dramatically decreased in Utah from 134 deaths in 2001 to 87 deaths in 2010.
- While seat belt use is at a record high of 89.2% in Utah, nearly 300,000 motorists still fail to buckle up when they get in a motor vehicle on Utah's roadways.
- Unbuckled motorists in crashes were 32 times more likely to die than those who were buckled up.

❖ **The holidays are no different and, in fact, are often some of the most dangerous days of the year.**

- The holidays, which for many are the happiest times of the year, can quickly turn into a nightmare when loved ones fail to buckle up.
- Each year, an average of 575 motor vehicle crashes occur during the Thanksgiving holiday travel season leading to hundreds of serious and fatal injuries.
- During the 2010 Thanksgiving holiday, crashes claimed the lives of six people on Utah's roadways.
- Help us reach Zero Fatalities during the 2011 holiday season by buckling up every time and making sure everyone in your vehicle is protected.
- Zero Fatalities is a goal your family can live with.

*For additional information, please visit [www.highwaysafety.utah.gov](http://www.highwaysafety.utah.gov).  
Data obtained from the 2009 Utah Crash Summary and 2010 crash data.*